



Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



The How – A Proven and Practical Model to Guide the Development of Local Alcohol Policies

March 15, 2023



Southeast (HHS Region 4)

PTTC

Prevention Technology Transfer Center Network

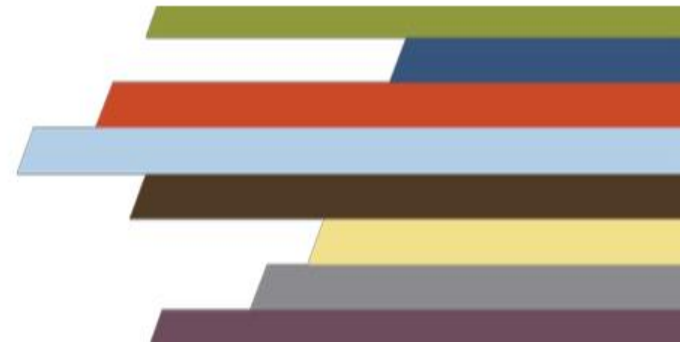
Funded by Substance Abuse and Mental Health Services Administration



**U.S. ALCOHOL
POLICY ALLIANCE**
Turning evidence into action.



**Center for Advancing
Alcohol Science to Practice**



Disclaimer

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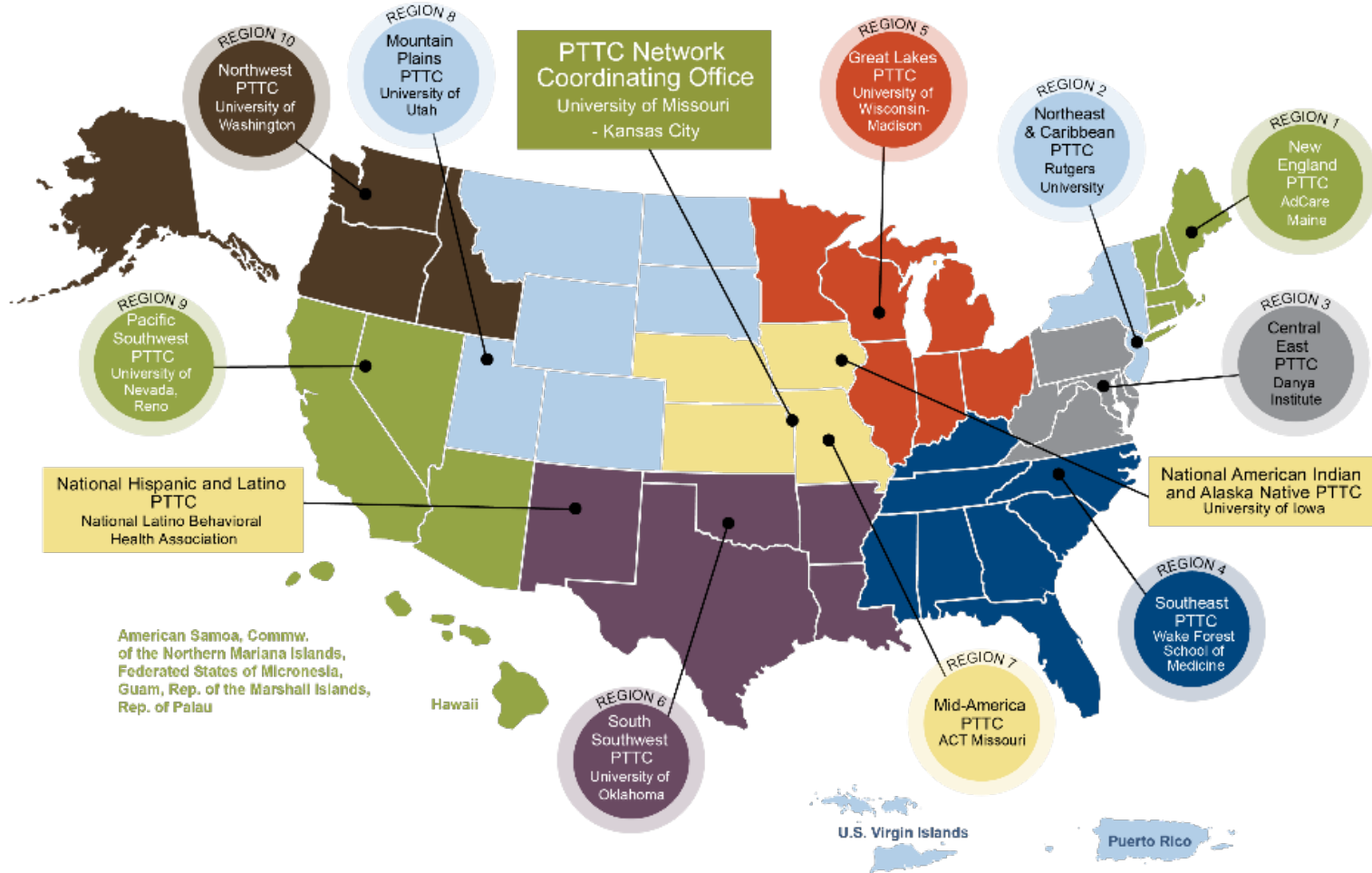
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PTTC Network



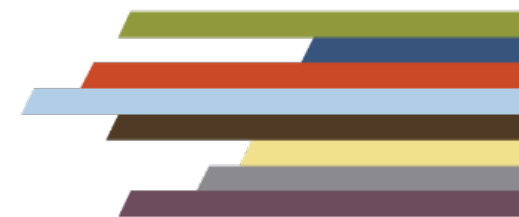
Purpose of the TTCs

1

Develop and strengthen the **workforces** that provide substance use disorder and mental health disorder prevention, treatment, and recovery support services.

2

Help people and organizations incorporate **effective practices** into substance use and mental health disorder prevention, treatment and recovery services.



PTTC Network Approach

The PTTCs...

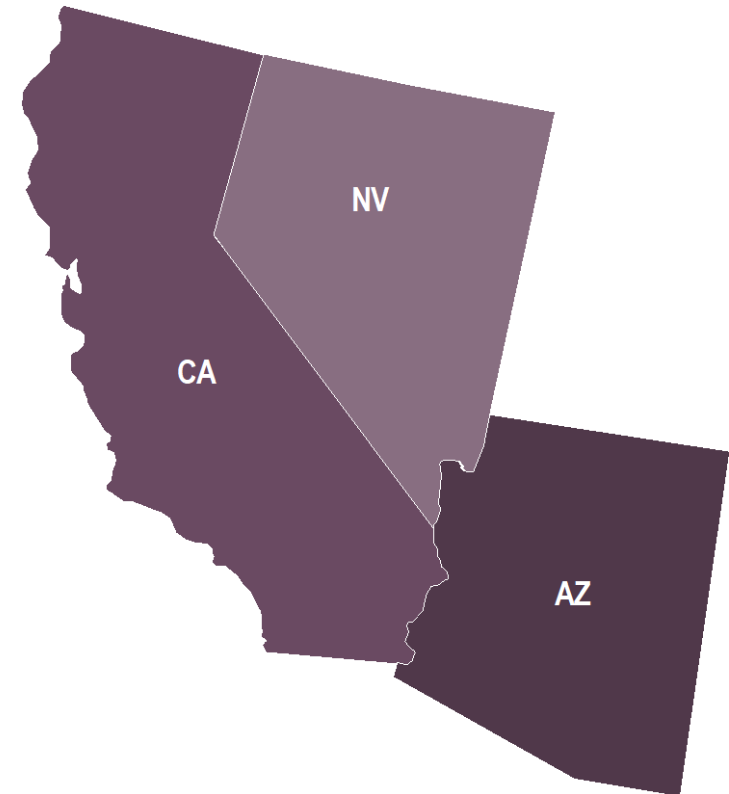
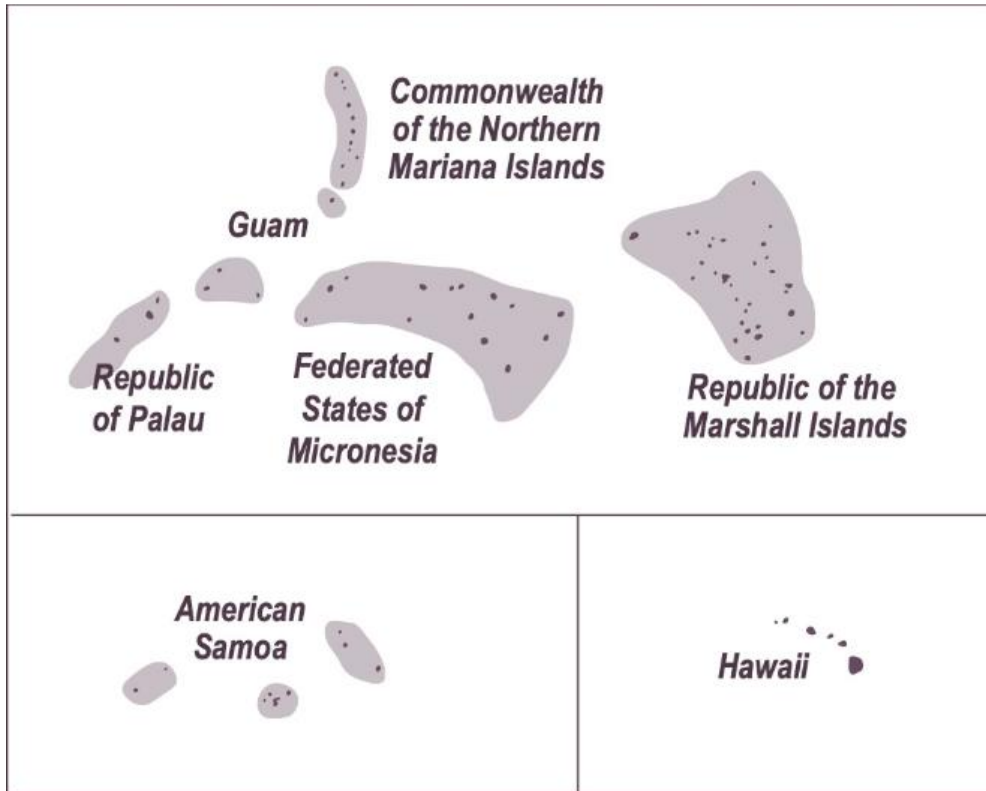
Develop and disseminate tools and strategies needed to improve the quality of substance abuse prevention efforts

Provide training and resources to prevention professionals to improve their understanding of

- prevention science,
- how to use epidemiological data to guide prevention planning, and
- selection and implementation of evidence-based and promising prevention practices.

Develop tools and resources to engage the next generation of prevention professionals

Pacific Southwest





Land acknowledgement

We acknowledge that the University of Nevada, Reno is situated on the traditional homelands of the Numu (Northern Paiute), Wašiw (Washoe), Newe (Western Shoshone), Nuwu (Southern Paiute) peoples. These lands continue to be a gathering place for Indigenous Peoples and we recognize their deep connections to these places. We extend our appreciation for the opportunity to live and learn on their territory.

Housekeeping

- Meeting room
- Webinar recording and materials
- Certificates of attendance



Mark your calendar!

Alcohol and Women: When Equal is not Better

April 11, 2023

Please visit pspttc.org for registration and more information!

*all times 3:00 Pacific, unless otherwise noted.

Today's Presenters



Michael Sparks



Kristin Kidd



Britany Wiele




slido



**Join at slido.com
#4220477**

① Start presenting to display the joining instructions on this slide.



In session 2,
we translated
evidence-
based
strategies to
local realities

Rubber meets the road

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What's your org's level of comfort with implementing ATOD policy?

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Community-centered approach

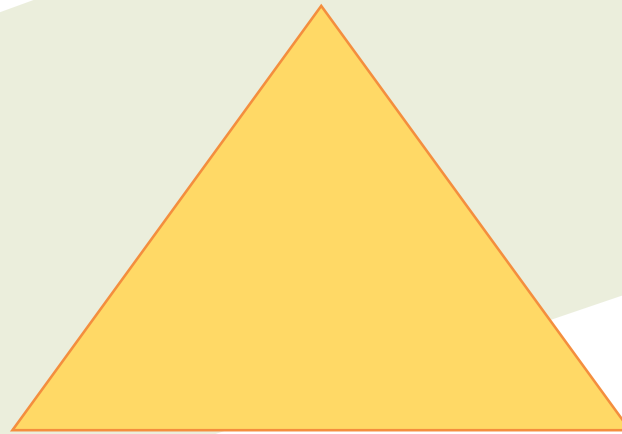


“When you’ve seen one community, you’ve seen ONE community.”

– Dorothy Cheney & Dave Shavel

Coalition Strengths & Challenges Related to Policy Development and Adoption

**Coalition structure
& members**



Coalition/group
Coordinator

Fiscal agent
support



The Coalition Structure & Members - Lessons Learned

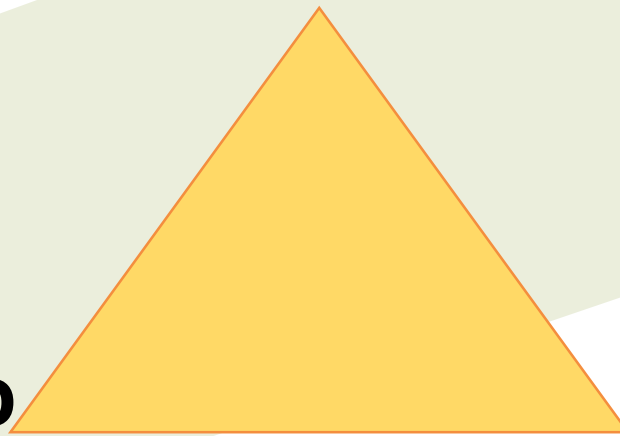
- Often reluctant to engage in community organizing
- Mix of grassroots + grasstops
- **Struggle to integrate policy work** in with their individual strategy work. Just not enough time.
- Must have **members who share an advocacy** agenda and interest.
- Must be **comprised of “doers”** not just “advisors”.

Coalition Strengths & Challenges Related to Policy Development and Adoption

Coalition structure
& members

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Fiscal agent
support



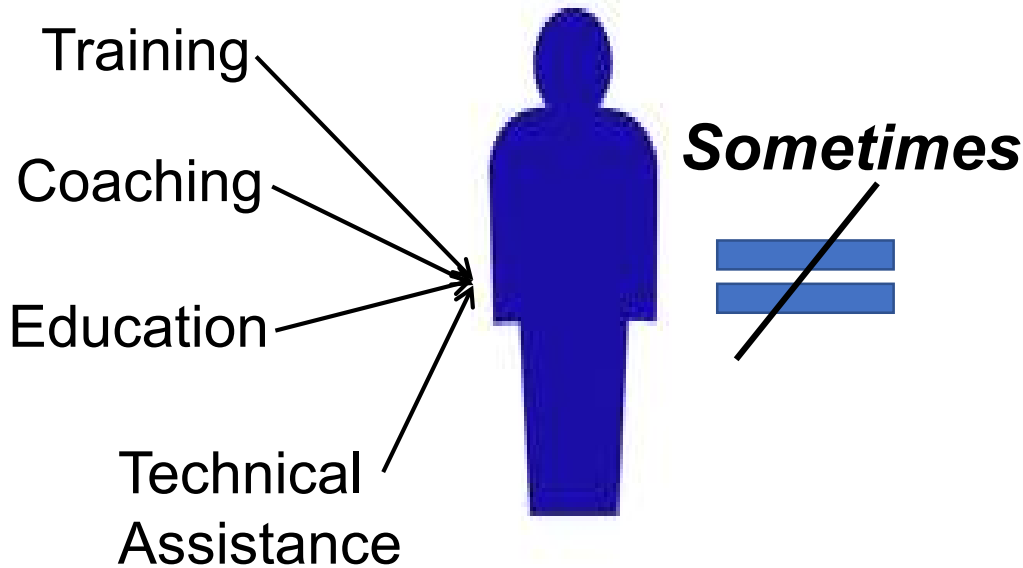
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**What motives YOU as a
coordinator
to engage in alcohol policy
work?**

ⓘ Start presenting to display the poll results on this slide.

The Coalition Coordinator - A Little Context



ORDINANCE NO. _____ N.C.S.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PETALUMA
REPEALING CHAPTER 10.64 OF THE PETALUMA MUNICIPAL CODE ENTITLED
"MINOR ALCOHOL OFFENSE/LOUD PARTIES" AND ADOPTING A NEW
CHAPTER 10.64 ENTITLED "SOCIAL HOST ORDINANCE"

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PETALUMA AS
FOLLOWS:

Section 1. Title 10 of the Petaluma Municipal Code is hereby amended by repealing
Chapter 10.64 entitled "Minor Alcohol Offense/Loud Parties" and adding a new Chapter 10.64
entitled "Social Host Ordinance" to read as follows:

CHAPTER 10.64
SOCIAL HOST ORDINANCE

10.64.010 Title
10.64.020 Findings, Intent and Purpose
10.64.030 Definitions
10.64.040 Duty of Responsible Persons
10.64.050 Underage or Unruly Gatherings on Private Property Unlawful
10.64.060 Exception
10.64.070 Hosting by Juvenile
10.64.080 Criminal Enforcement and Penalties for Violation
10.64.090 Civil and Administrative Enforcement and Penalties for Violations
10.64.100 Alternative Remedies Provided
10.64.110 Recovery of Response Costs
10.64.120 Imposition of Liens or Special Assessments
10.64.130 Appeal of Administrative Enforcement
10.64.140 No Mandatory Duty of Care

10.64.010 Title.
This chapter is entitled and shall be known as the "Social Host Ordinance."

10.64.020 Findings, Intent and Purpose.

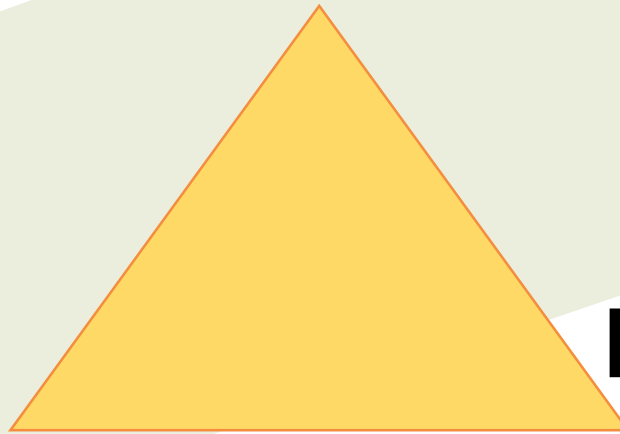
A. The City Council of the City of Petaluma, pursuant to the City's police powers
under Article XI, sections 3 and 5 of the California Constitution, and the City Charter
established pursuant to such sections, has the authority to enact and enforce laws that
promote the public health, safety and general welfare of its residents. The occurrence of
social gatherings on private property where alcoholic beverages are served to, or
consumed by, underage persons is harmful to the underage persons involved and a threat
to public health and safety, quiet enjoyment of residential property and the general
welfare. Underage persons often obtain alcoholic beverages at gatherings held at private

Coalition Strengths & Challenges Related to Policy Development and Adoption

Coalition structure
& members

Coalition/group
Coordinator

**Fiscal agent
support**



Fiscal Agent Support -- Lessons Learned

- Need the ***explicit*** support of **ED** and/or Board to move policy.
- Must be willing to take positions on ATOD policy campaigns
- Use individual and organizational political capital
- Support policy work with unrestricted funds



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**In 1 or 2 words, what do you think MOST
hinders
your team's ability to engage in policy?**

① Start presenting to display the poll results on this slide.

The Importance of Local Conditions

Descriptions of a local condition must include the specific behaviors and/or the environment in which behavior occurs:

- What is happening? Who is doing what?
- What is the context in which the behavior occurs?
- When and where is the behavior is occurring?
- How often? On what occasions?
- Who is involved? Who knows?
- Who is disproportionately impacted?
Both by alcohol harms and policies in place to reduce harms



HOW - 10-Step Policy Adoption Model

5 INTERNAL STEPS:



**DRAFT POLICY
ACTION
STATEMENT**



**BUILD
COMPLIANCE**



**COLLECT
DATA**



**DEVELOP
ISSUE BRIEF**



**DRAFT
POLICY
LANGUAGE**

5 EXTERNAL STEPS:



**UTILIZE MEDIA
ADVOCACY**



**ORGANIZE
AND MOBILIZE
SUPPORT**



**PREPARE
AND PRESENT
POLICY FOR
ADOPTION**



**SUPPORT
IMPLEMENTATION
& ENFORCEMENT**



EVALUATE

HOW - 10-Step Policy Adoption Model



Equity Considerations for Policy Campaign

How can those most adversely affected by the issue be actively involved in solving it?

How will your proposed solution address root causes and advance systemic change?

Who can be allies and supporters and how can they be engaged?

Steps 1-5 Internal



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5 INTERNAL STEPS:



1 Crafting a Policy Action Statement

5 INTERNAL STEPS:



**DRAFT POLICY
ACTION
STATEMENT**



**BUILD
COMPLIANCE**



**COLLECT
DATA**



**DEVELOP
ISSUE BRIEF**



**DRAFT
POLICY
LANGUAGE**

A policy action statement

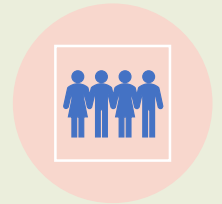
≤ 30 words



Clarifies the
overall scope of
the policy
advocacy effort

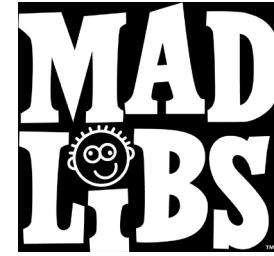


Enables all
partners to agree
on the problem
and proposed
policy solution



Used to educate
other
collaborative and
community
members

Sample Policy Action Statement



City Council will pass a **civil Social Host Ordinance** holding accountable those who **host a gathering where alcohol is consumed by minors, reducing negative consequences** **teens** experience such as impaired driving and violence.

DM•**Solution**•**Problem**•**Impacts**•**Who benefits**

2

Build Compliance Early

5 INTERNAL STEPS:



**DRAFT POLICY
ACTION
STATEMENT**



**BUILD
COMPLIANCE**



**COLLECT
DATA**



**DEVELOP
ISSUE BRIEF**



**DRAFT
POLICY
LANGUAGE**

Build Compliance

The agency or individual with the authority to ensure compliance with the policy, order, or law.



3 Collect Data in 3-Tier Framework

5 INTERNAL STEPS:



Data Establishes a Link Between Problem & Proposed Solution



Data Tier 1 - 5000' Level data

Prevalence of the problem data

Data Tier 2 - 1000' Level data

High risk setting data (links to where behavior happens)

Data Tier 3 - 'On the Ground' data

Consequence of behavior data

Available Resource



4

Develop an Issue Brief

5 INTERNAL STEPS:



**DRAFT POLICY
ACTION
STATEMENT**



**BUILD
COMPLIANCE**



**COLLECT
DATA**



**DEVELOP
ISSUE BRIEF**



**DRAFT
POLICY
LANGUAGE**

The Issue Brief – an Advocacy Tool

Identify the problem to be addressed

Lay out the policy solution

Describe coalition as the vehicle

Describe risk or consequences if no change

Present evidence supporting solution

Present a CALL TO ACTION

EL PASO SOCIAL HOST ORDINANCE

ISSUE BRIEF

What is a social host ordinance? It's a law that holds people accountable for providing an environment where underage drinking and related nuisances occur. Social host ordinances provide law enforcement with an important tool to reduce the riskiest drinking among youth and young adults.

Alcohol is the most commonly used and abused substance among adolescents in the U.S. and in El Paso. About 4,500 young people die every year because of underage drinking – and many more have lifelong consequences. Just as with many other public health issues, underage drinking is a community problem – not just an individual problem. For example, we know that most underage drinking – and in many instances binge drinking among young adults – happens in social settings, often “house parties” where high-risk drinking is common.

WHAT DO WE KNOW ABOUT HOUSE PARTIES IN EL PASO?

In 2014, the El Paso Police Department received 9,443 calls for service for loud music/loud parties. These parties often involve underage and binge drinking, and they are often promoted through social media. These parties are a tremendous burden on neighborhoods and a drain on law enforcement resources.

As seen in local media, house parties often result in tragic consequences. Local ordinances provide an additional mechanism for law enforcement to intervene, preventing more serious consequences.

One person stabbed to death at an East El Paso party

By David Borge / El Paso Times
Posted: 05/02/2014



Police investigate a murder at the 3400 block of Tierra Cobre in far east El Paso Tuesday evening. A male in his late teens was stabbed and killed and a female was stabbed and transported to a area hospital after a house party turned violent. (MARC LAMBERS/EL PASO TIMES)

One teenager is dead and another was seriously injured after being stabbed in far East El Paso early Sunday morning during a “house party that got out of control,” El Paso police said.

A swirl of yellow and red police tape blocked off the 3400 block of Tierra Cobre Drive where police said a 19-year-old man and 16-year-old girl were found with stab wounds at about 2:30 a.m.

Police investigated the crime scene which was littered with red cups, Budweiser cans and Bud Light.
(Source: elpasotimes.com, 2014)

WHAT DO YOUTH AND PARENTS SAY ARE CONSEQUENCES OF HOUSE PARTIES?

“People taking advantage of others while drunk”
“People get into bedrooms to have sex with individuals they don't even know well”
“Neighbors are bothered and disturbed by these parties”
“They cause the neighborhood to be dirty and possibly dangerous”

UNDERAGE AND BINGE DRINKING

Comes with high risks and consequences, including but not limited to unplanned sexual activity, sexual assault, fights, unintentional and intentional injuries, and problems with school.

In a recent survey of 9th graders in El Paso, 1 in 5 youth reported binge drinking (more than 5 drinks on one occasion) in the past month, and 1 in 20 reported extreme binge drinking (10 or more drinks on one occasion) in the past month.

(Source: El Paso Youth Health Behavior Survey, 2015).

Parties are high-risk settings for binge drinking and consequences. This type of drinking affects us all. It is a community problem.



56% of El Paso 12th graders and 30% of 9th graders say that alcohol is at most or all of the parties they attend (Texas School Survey of Drug & Alcohol Use, 2012)

Most youth who drink say they usually drink at someone else's home (El Paso Youth Health Behavior Survey, 2015)

A LOCAL HIGH SCHOOL STUDENT TWEETING ABOUT A PARTY THAT EVENING:



WHAT ELSE DO EL PASO YOUTH SAY ABOUT HOUSE PARTIES?

“Parents are aware that underage drinking is happening, yet don't take action because they think it is okay”

“When you go into a home party it is pretty much expected for you to drink. If you don't drink, you are different than the rest. Who would go to a party and not drink?”



Communities across the country are adopting social host ordinances to ensure the health and safety of youth and young adults.

COMMUNITY MEMBERS like these laws because they help keep neighborhoods safe.

PARENTS like these laws because most parents aren't comfortable with other people making the decision that their child can drink.

THE SOLUTION

A LOCAL SOCIAL HOST ORDINANCE

A local social host ordinance is a local law that holds adults accountable (usually through fines) for underage drinking at their homes or on their property. Local, civil social host ordinances are much easier to enforce than existing criminal laws (which may include jail time) for providing alcohol to minors, and they complement existing criminal laws. Because they focus on where the drinking takes place rather than just who provides the alcohol, social host ordinances make it easier to intervene quickly and efficiently before a large party gets out of hand and results in criminal activity and sanctions. Like laws against speeding, they set a standard to which everyone is expected to adhere, and which keeps everyone safer.

DO SOCIAL HOST ORDINANCES WORK?

Here's what we know from communities who have them:

- Most citations are for 1st offenses
- Over time, there are fewer police calls for service for home parties
- In addition, a growing body of research suggests that social host ordinances reduce the number of large home underage drinking parties and level of alcohol consumption at these events.

OTHER BENEFITS:

With fewer of these parties, there are fewer DWI's and fewer costs to EMS and law enforcement. Many social host ordinances include a cost recovery component so repeat offenders can be held responsible for EMS and law enforcement costs.

A Social Host Ordinance in El Paso would promote adult responsibility, provide an additional tool for law enforcement to respond to unruly gatherings where underage drinking is happening, and help us all keep our youth safe and healthy.

WHAT KIND OF ORGANIZATIONS AND PEOPLE SUPPORT LOCAL SOCIAL HOST ORDINANCES?

The Institute of Medicine, the Office of Juvenile Justice and Delinquency Prevention, Mothers Against Drunk Driving, national and local substance abuse coalitions, many local public health professionals, the El Paso Police Department, and a growing group of community advocates in El Paso support local social host ordinances.

TO GET INVOLVED, TO GET MORE INFORMATION, AND TO LEARN WHAT YOU CAN DO TO SUPPORT THIS POLICY IN EL PASO:

Holly Mata: holly.mata@elpasoymca.org
Daniela Marquez: daniela.marquez@elpasoymca.org
Or call us at 915-532-9622

Shift is an initiative of the Paso del Norte Health Foundation

5 Draft Policy Language

5 INTERNAL STEPS:



Tips for Drafting a Policy

1. Research **best practices**
2. Compile examples/model ordinances
3. Link to **local data** & tie the solution to local conditions
4. Clarify feasibility & legality (Preemption? Enforceable?)
5. **Be comprehensive**
6. Work with enforcement & City Attorney

SMOKE- AND TOBACCO-FREE OUTDOOR AREAS

Model Ordinance

 This Smoke- and Tobacco-Free Outdoor Areas Model Ordinance was prepared for California cities and counties interested in creating smoke-free or tobacco-free outdoor areas in their jurisdiction.¹



Over the last decade, many California communities have passed tobacco-free laws or regulations that cover outdoor areas such as parks, recreational facilities, beaches, outdoor workplaces, restaurant and bar patios, transit waiting areas,

and public events such as county fairs and farmers' markets. As of January 2019, more than 235 California cities and counties had adopted outdoor secondhand smoke ordinances.²

¹ This 2020 model ordinance builds on a similar Smoke-free Places ordinance developed by ChangeLab Solutions in 2013 and updated in 2018. The Public Health Law Center acknowledges the excellent work done by ChangeLab Solutions in creating the original ordinance. For more guidance on indoor areas, see our [Model Smoke-Free Multi-Unit Housing Ordinance](#).

² Tam D. Vuong et al., California Tobacco Facts and Figures, Cal. Dep't Public Health (2019), <https://www.cdph.ca.gov/Programs/CCDC-PPP/DCDC/CTCB/CDPH%20Document%20Library/ResearchandEvaluation/FactsandFigures/CATobaccoFactsandFigures2019.pdf>.

Equity Considerations

Is the proposed policy...

- *Grounded* in the science?
- Responding to an issue identified **by the community**?
- Supported and written by **members in the community**?
- Clearly intended to **positively impact** those *most impacted* by alcohol harm?
- Constructed to **prevent unfairly impacting** those most impacted by alcohol harm?
- Constructed to **prevent uneven implementation** among those most impacted by alcohol harm?

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**Select the internal policy steps
with which
you are MOST engaged right now.**

ⓘ Start presenting to display the poll results on this slide.

6-10 are External Steps



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5 EXTERNAL STEPS:



6

Utilize Media Advocacy

5 EXTERNAL STEPS:



What is Media Advocacy?

Strategic use of media to mobilize community and decision maker support for a policy change



Health communications

Seeks to inform community about health problems

Defines problem from an individual perspective

Motivates individuals to change their behavior

Fills a knowledge gap

Media advocacy

Seeks to mobilize the community

Defines problems from an environmental perspective

Motivates social and political involvement

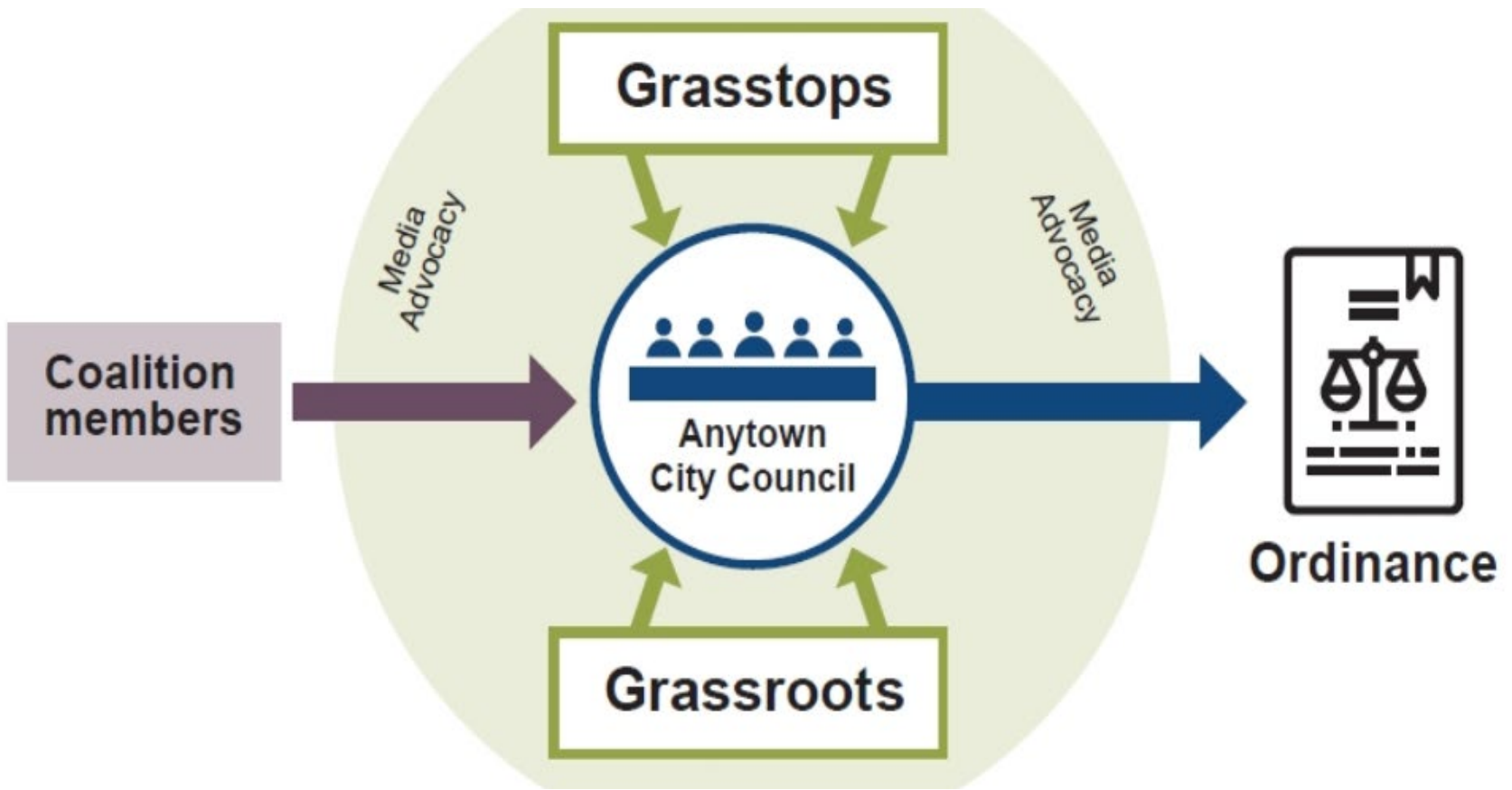
Focuses on the power gap

7

Organize and Mobilize Support

5 EXTERNAL STEPS:





Community organizing

Community Organizing for policy adoption

Build resident capacity to advocate for policy adoption

Influence grassroots key decision makers to support the policy



8

Preparing to present

5 EXTERNAL STEPS:



The Road to Policy Passage

Study and Working Sessions

Generally, study sessions are designed to give council the chance to learn about and work on a particular issue... Sometimes public input is allowed at work sessions...

Final Vote

In most communities, ordinances require an affirmative vote of the majority of the Council for passage...

Policy Introduction

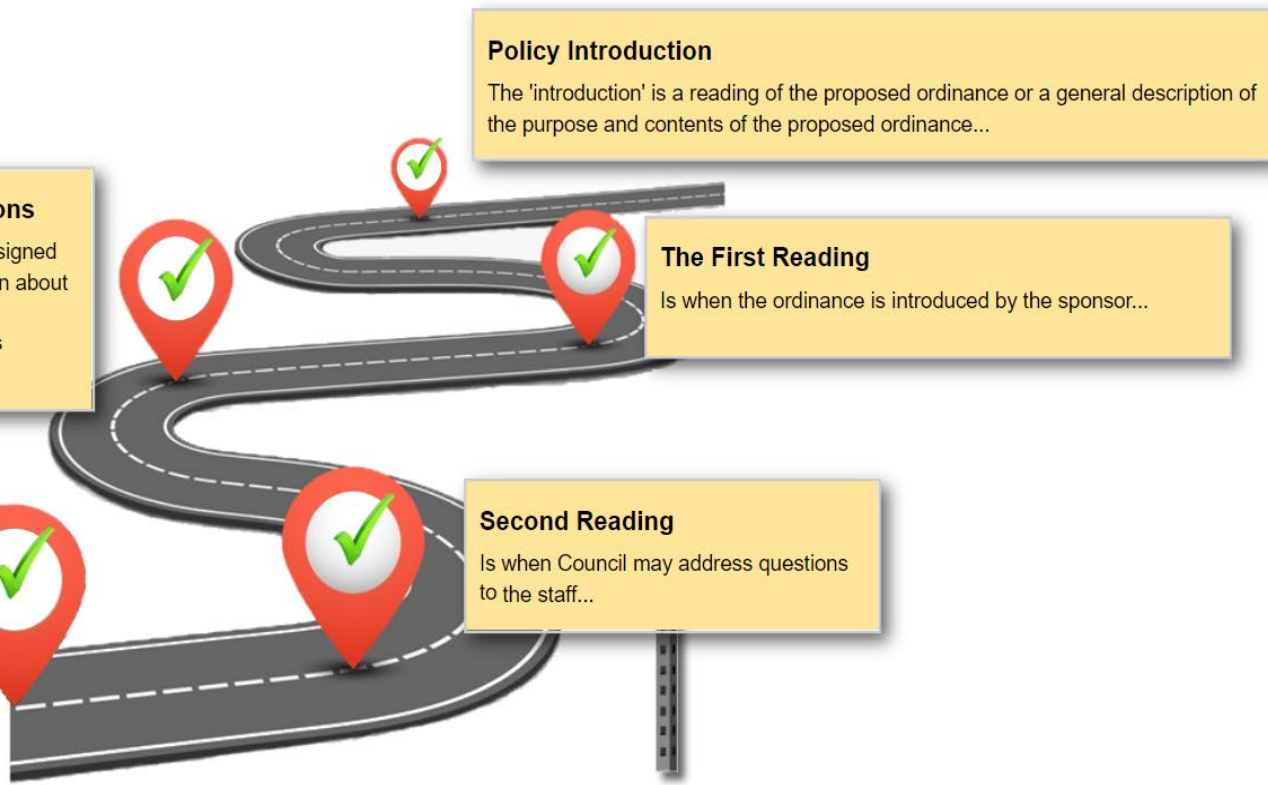
The 'introduction' is a reading of the proposed ordinance or a general description of the purpose and contents of the proposed ordinance...

The First Reading

Is when the ordinance is introduced by the sponsor...

Second Reading


Is when Council may address questions to the staff...



Do You Have the Votes?

"For"	Leaning "For"	Unknown	Against
Anita Do, <i>council champion</i>	Nathan Smythe		Gwen Negative
Joe Schmo	Julius Jones		
Ronald Day	Amelia Flow		

6 – for or Leaning for the policy 1 – oppose



9

Supporting Implementation & Enforcement (Compliance)

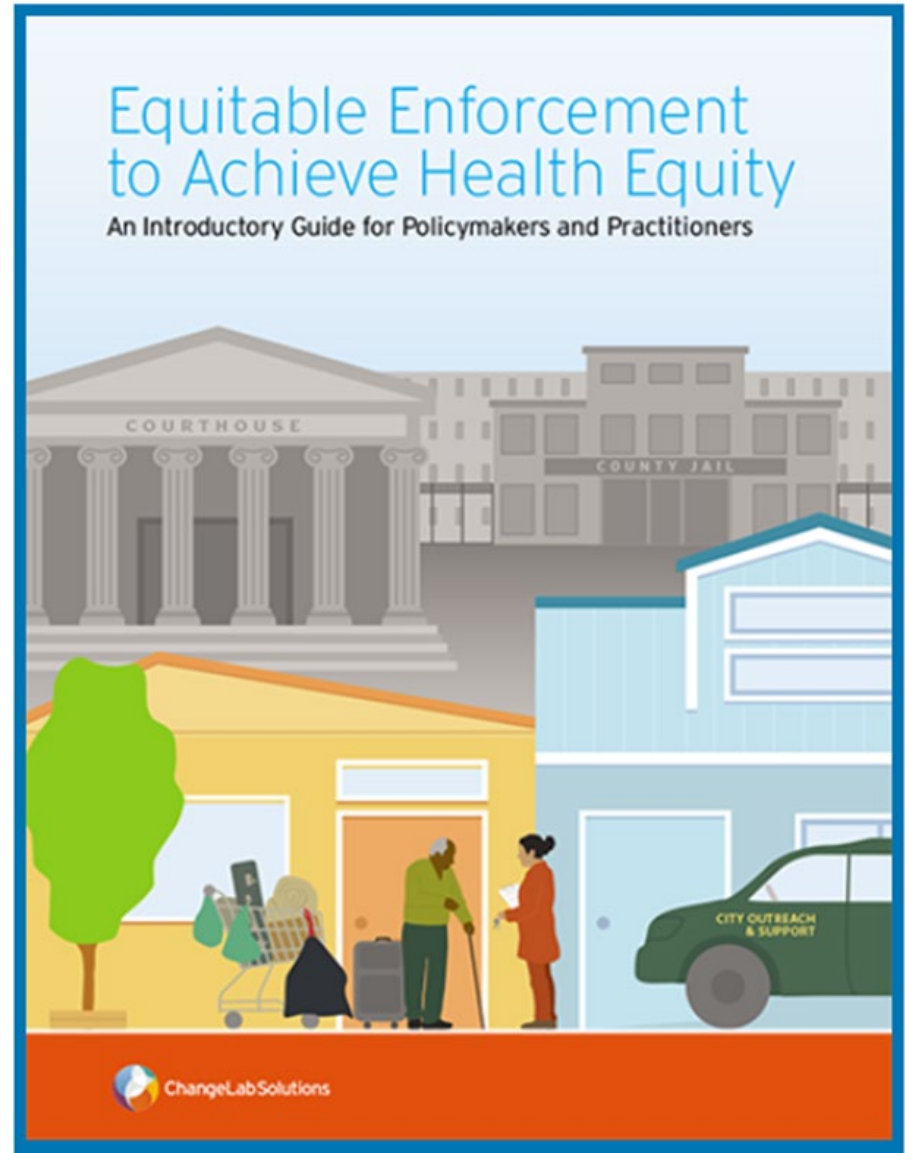
5 EXTERNAL STEPS:



Equitable enforcement

Often, laws designed to keep people safe and healthy often are not enforced – and when they are, are not enforced *equitably* in a way that promotes health and well-being for the most underserved communities

-ChangeLab Solutions



Not so fast – you are NOT done



Evaluation

5 EXTERNAL STEPS:



**UTILIZE MEDIA
ADVOCACY**



**ORGANIZE
AND MOBILIZE
SUPPORT**



**PREPARE
AND PRESENT
POLICY FOR
ADOPTION**



**SUPPORT
IMPLEMENTATION
& ENFORCEMENT**



EVALUATE

What went well in the policy campaign initiative?

Is the policy being implemented as intended?

What impacts is the policy having on the community?

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**What support/resources do you need
right
now to ignite your alcohol policy
work?**

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Southeast (HHS Region 4)

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Resources



- SE PTTC Policy Guidebook
- SE PTTC [HealthKnowledge.org](https://www.healthknowledge.org) E-Courses:
 - *An Intro to the Power of Policy Change*
 - *10-Steps of Policy Change*

Additional resources referenced in this webinar:

- Data collection from USAPA:
 - <https://www.alcoholpolicy.org/resources-and-research>
- Equitable enforcement from ChangeLab:
 - <https://www.changelabsolutions.org/product/equitable-enforcement-achieve-health-equity>



Center for Advancing
Alcohol Science to Practice

Who are we?

Alcohol science for the
community good.



We connect the alcohol prevention field
and help make a lasting impact on
communities.

Learn more about us and request TA:
www.alcoholsciencetopractice.org

How can we help?



Identify gaps and
strengths related
to excessive
alcohol use
prevention

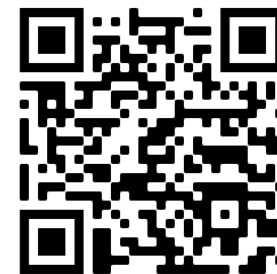


Connect you with
alcohol policy experts
who can guide you
through the steps



Provide helpful
resources that
translate science
and data like fact
sheets and topic
briefs

Sign up for our listserv





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Kristin Kidd

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Sara Cooley Broschart

Scb@alcoholsciencetopractice.org

Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!

Thank you!





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Follow us on Twitter:

https://twitter.com/PS_PTTC

Call us toll-free:

1-833-9SW-PTTC



Contact Information

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Pacific Southwest (HHS Region 9)

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Thank You!

CASAT



Center for the Application of
Substance Abuse Technologies
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